

THE RICHMOND PATCH: RICHMOND, VA., SATURDAY, APRIL 27, 1907.

# Great Oaks from Little Acorns Grow

The Petersburg Dry Goods Company was organized seven years ago and acquired an existing business that at the time was very modestly equipped and was catering only to the small merchants in adjoining counties, doing, however, a creditable business along the lines covered.

New methods were immediately adopted and up-to-date ideas employed. Gratifying results were soon noticeable and the volume of business steadily increased.

## The Petersburg Dry Goods Co.

during its first year of business, grew twenty-five per cent. over the best year of its predecessor. Our second year showed nearly one hundred per cent. increase, our third year one hundred and fifty per cent. increase, and NOW the business of the Petersburg Dry Goods Co. is TWELVE TIMES that of the best year of our predecessor.

Our merchandise finds its way through the dry goods trade into a territory from VIRGINIA to FLORIDA---truly, "Great Oaks from Little Acorns Grow."

We follow the principle of a SQUARE DEAL TO ALL---making a thorough study of the requirements of the trade and meeting these needs with the BEST and most reliable merchandise at the LOWEST POSSIBLE PRICES.

Being on tidewater, our shipping facilities are as good as any of the largest distributing points in the East.

### Dress Goods Department.

We make a feature of our Dress Goods Department, carrying the products of the most representative domestic and foreign mills. Our wonderful growth in this department is an evidence that our buyers have studied well the requirements of the trade.

### White Goods Department.

Our White Goods Department is represented by a buyer of 15 years' experience, who has made this feature a specialty. Prices, quality and styles have enabled our salesmen to take large orders in competition with the largest markets of this country.

### Domestic Department

We carry a full line of all the popular brands in Prints, Percales, Gingham, Bleached Cottons and Unbleached Cottons, being fully equipped to sell the most exacting trade.

### Notion Department.

Our stock of Imported and Domestic Notions is kept fully up-to-date, as evidenced by the fact that fully 40 per cent. of our gross sales are in this department, which testifies substantially that we have the right goods at the lowest prices.

Associated with and representing us on the road are Messrs. H. W. Duane, John R. Jolly, W. T. Stone, L. B. Archer, R. C. Jones, C. C. Little, W. S. Ligon, E. E. Henckle and E. B. Sydnor.

It will pay you when our representative calls to look over his line. Money saved in buying is a profit. Our prices will put our goods on your shelves. A post-card will bring our representative to you.

## Petersburg Dry Goods Co.,

PETERSBURG, - VIRGINIA.

E. B. SYDNOR, President.

JOHN R. JOLLY, Treasurer.

E. E. HENCKLE, Secretary.

